



New York and i-SAFE Working Together



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Introduction

i-SAFE, Inc. and the New York City Department of Education have an opportunity to work in partnership on an initiative to educate and empower New York City educators, parents and students on the true meaning of “cyber safety and security” in today’s global economy. A collaborative partnership between the New York City Department of Education and i-SAFE will foster a climate that supports and promotes safety and security online. This partnership will effectively engage educators, students and parents regarding the need to be safe and responsible online. The goal is to empower all citizens in New York City how to respond appropriately when confronted with compromising online situations.

New York City Internet Safety Video

i-SAFE has developed a New York City Portal Page for the New York City Department of Education. Located at www.isafe.org/nyc the New York City Portal Page serves to heighten the awareness of Internet safety in communities throughout New York City. A major component of the web site, to be integrated online and in all educational settings, is a New York specific video expressing the importance of safety and security hosted by New York City Mayor Michael Bloomberg and New York City Department of Education Chancellor Joel Klein.



New York City Internet Safety Video Concept

Mayor Michael Bloomberg, and Chancellor Joel Klein, are presented as the national leaders and the driving force for taking action to help protect more than 1.1million New York City school children from risks and dangers on the Internet. The upbeat fast-paced video begins with comments from Mayor Bloomberg about the need to be proactive by educating students in school, as well as raising awareness about Internet safety issues among the students’ parents and citizens throughout New York City. Chancellor Klein, referring to the “Children First” reform, highlights the importance of i-SAFE’s education and youth empowerment programs being an integral part of the plan for New York City schools.



The video validates the themes spoken by two outstanding New York leaders. The story line is told through footage of students and teachers who personify how i-SAFE lessons are taught in the classroom. Also, archival footage is used to describe i-SAFE’s five core Internet safety topics – Personal Safety, Cyber Community Issues, Intellectual Property, Predator Identification, and Cyber Security. And through the video, students talk about being empowered by the i-SAFE curriculum. They are seen mentoring others, and heard talking about “the positive impact” the i-SAFE outreach activities are having upon their life and the lives of their fellow classmates.

The story is also told through the eyes of recognizable and “typical” New Yorkers, shot on location around New York City. Interspersed throughout the video are comments from several New York City celebrities, who praise the leadership position New York City is taking protecting children on the Internet. These comments include athletes, entertainers, dignitaries, as well as unsung “heroes” - a typical parent, an achieving teacher, even the recent subway

hero. These video testimonials show a cross-section of New Yorkers, rich and poor and racially diverse, shot in the subject's natural surroundings or at recognizable locations in New York City.

At the conclusion of this video, Mayor Bloomberg welcomes i-SAFE to New York. His message clearly explains that through education and awareness students are empowered to make appropriate decisions on the Internet and make a positive change in both attitude and behavior. He calls on students to become an i-MENTOR and help spread that message to their peers. More importantly, the mayor also puts out a “call to action” for his counterparts in other cities to join him to raise Internet safety awareness across America. He states that the stakes are too high for other schools not to join the national movement that New York City Department of Education has begun, and advocates that comprehensive internet safety education plans be implemented in all schools.



Budgeting

Filming of the New York City Internet Safety Video

- Creation of New York City Internet Safety Video
 - Scripting
- Storyboard
 - Filming (Production)
 - Editing (Post Production)
- Production of Internet Safety Video Master DVD for distribution
 - Distribution on New York City Portal Page
 - Copy of Master to the New York City Mayor's Office
 - Copy of Master to the New York City Chancellor's Office

TOTAL COST: \$125,000